

BUSINESS PAPER CIRCULATION.

BY NATHANIEL C. FOWLER

FEW trade papers have large circulation. There is little reason why they should. A trade paper cannot have a circulation larger than the number of stores, offices, or factories representing the business.

A few trade papers have circulations exceeding 10,000.

Most trade papers do not print over 5,000.

Some trade papers print less than 2,000.

The reading circulation of a trade paper is from twice to ten times as much as the reading circulation of any other class of advertising medium.

The good trade paper is read by from one to fifty people.

The trade paper is only read by those directly interested in the business.

There is no waste to trade paper circulation.

Every copy goes into the store, office or factory of a probable buyer.

The reader of a general magazine or paper may be only a possible buyer, but every reader of a trade paper must be directly interested in the goods of his trade, or he would not be in that trade.

Trade paper circulation is limited to probable buyers.

The circulation of all other mediums is limited to possible buyers.

The advertising columns of a good trade paper contain as interesting matter as the reading pages.

A trade paper is a mirror of its trade, a sort of reflecting hopper into which is poured suggestions, ideas and fact.

The advertising columns of the trade paper are not directories, are not dictionaries, but they are encyclopedias of salable goods and profitable things.

All trade paper readers are not successful, but no successful man is without his trade paper.

The daily paper may be skipped. The magazines may be thrown away, but the business man of brains, sense and profit, reads his trade paper, and turns it over to his partners, his clerks and his workmen.

The trade paper circulates into the inside of the business pocket book.

It is studied from cover to cover, and read and re-read, for every business man knows that a single paragraph, or a single advertisement, may give him information absolutely necessary in the conduct of his business.

The circulation of a thousand copies, among a thousand actual and constant buyers, will sell more goods, or will assist in the sale of more goods, than will five times the circulation of a general medium.

Trade paper advertising does not take the place of general advertising, nor does general advertising take the place of trade paper advertising. They are different lines, but not opposed to each other.

The maker or seller of something must have a line of trade customers, and these customers are as much interested in his trade paper as he is himself.

Circulation counts, even with trade papers, but the circulation of a trade paper cannot be compared with that of one of general circulation, and its value for advertising, inch for inch,

is from ten to twenty times greater, because it goes just where you want it to go, simply because it cannot go anywhere else.

A daily paper or magazine reader buys to supply his own personal wants. The reader of a trade paper buys to supply hundreds or thousands of customers.

AIM TO GET PARTNERSHIPS.

LAST month reference was made in THE REVIEW to the fact that we have too many wholesale houses in Canada, and we urged employes to aim in business to secure partnerships or a share in the profits of their employers rather than to look forward to the day when they will have enough money to start business on their own account.

That there is not more of this in Canada is because employes do not encourage it. Most of them started on their own account when there was but little competition. Prices were not cut, and profits were large. It was very easy for them to make headway then, when they would probably fail to-day. They have not been trained to the system which admits employes to partnerships and very few of them have done so. The idea is worth every consideration. It would be to their advantage in many ways. Their employes would not leave them to open houses of their own, but on the other hand they would work hard to deserve a partnership. The best would get it. New blood would be constantly infused into the concern, and many houses that a few years ago were in the lead would not now be practically dying of "dry rot." There are some houses which endeavor to get the brightest young men fresh from school or college, and train them in every department of their business, in the hope that some day they will have a voice in the management and a share in the profits of the concern.

COME TO EUROPE.

Mr. C. A. Muller, foreign manager of the dress goods department of Fitzgibbon, Schafheitlin & Co., Montreal, left for Europe last month on the Vancouver. The amount of orders taken in his department demanded his early visit to manufacturing centres, his presence being essential to proper handling of orders by the makers and to early delivery.

Mr. Muller will at the same time look after novelties for next spring and feels confident of being able to submit this fall the choicest and most up-to-date effects to be produced for spring '97.

AN ENTERPRISING FIRM.

Scovil & Page, Halifax, are enlarging their premises on Barrington street, and their floor space has, by additions, been increased to 1,848 square feet. The new addition has been fitted up in first-class style and the whole floor will be used for the display of men's clothing and cloths and as cutting and fitting rooms for their custom department, which is now opened. They have employed a first-class cutter and will go into the custom clothing business on a large scale, making a specialty of fine clothing at reasonable prices. The floor above has been fitted up as a work room, having accommodations for about 30 hands. Above that again is a store room, where extra stock is kept. Handsome offices have also been put up on the second floor. On this floor the firm also display a large assortment of rubber and waterproof coats, of all prices and styles. They also make waterproofs to order. The enterprise of the house should be highly appreciated in Halifax.